

# QUICK & EASY HEADLINE PLANNER

SPEEDY  
GUIDE

This planner will help you write effective **headlines, titles and subject lines** for your marketing content. It's a great starting point for web pages and product descriptions too!

**Client** (your business or blog name)

**Project** (the blog post, product or service you're promoting)

**Platform** (where your headline will appear)

**Call To Action** (what you want people to do next)

**Objective** (what you want to happen as a result of this marketing activity)

**Audience** (your target reader/customer)

**Features** (key facts about the product or service)

**Benefits** (what's in it for the user)

**Selling points** (anything else unique, newsworthy or topical about your product)